



Date: March 11, 2005
To: Gerald R. Miller, City Manager
From: Katherine Parsons, Public Information Officer
For: Mayor and Members of the City Council
Subject: Weekly Update Ending March 11, 2005

The following weekly update highlighting various activities for the week ending March 11, 2005 is provided for your information. I hope you will find this information useful. Please feel free to contact my staff should you have any questions.

MAJOR WEEKLY HIGHLIGHTS

City Manager

A community forum on youth violence was held Saturday, March 5 from 9:00 a.m. to 11:00 a.m. at Cabrillo High School. More than 500 parents, students and community leaders voiced concerns about ongoing racial divisions and youth violence issues affecting the campus and surrounding community. City leaders provided facts and urged the community to work together for solutions. A panel of police, school, City and community representatives responded to specific concerns, and distributed information on the City's Human Dignity Program. This was the first meeting in what will be a comprehensive effort to formulate short and long range plans to make Cabrillo High School and its surrounding community safer.

Parks, Recreation and Marine

Rotary Centennial Park was dedicated this week in a ceremony attended by members and dignitaries of Rotary International. The park, whose motto is "Changing the Landscape for a Better Future," commemorates the 100th anniversary of the founding of Rotary International and was partially funded by donations from the Rotary Club of Long Beach. In addition to a planet walk, sundial, and public art, the park features an entry path from Pacific Coast Highway paved with commemorative bricks donated by Rotarians and other members of the community.

UPCOMING EVENTS AND PROJECTS

Community Development

On **March 11**, from 3:00 pm to 5:30 pm, staff from the 7th Street Community Police Center, students from Stevenson Elementary School, the YMCA and the Community Leadership class will host a neighborhood clean up in the Hellman Neighborhood Improvement Strategy Area.

Three joint study sessions of the City Council and the Redevelopment Agency Board will be held at 5:30 p.m. to 7:30 p.m. on **March 23, April 21** and **May 12** in City Council Chambers. The meetings are open to the public.

UPCOMING EVENTS AND PROJECTS (continued)

Financial Management

The City of Long Beach Department of Financial Management is hosting an open house on **Thursday, March 24**, at 3:30 p.m. at the Main Library, to discuss how business owners can do business with the City of Long Beach and market their products and/or services to the City.

Library Services

The Long Beach Public Library and the Long Beach Public Library Foundation are presenting "Long Beach Reads One Book" -- Fahrenheit 451, from **March 13-18**. This community-focused cultural initiative is designed to bring people together by encouraging everyone in Long Beach to read the same book at the same time, and then discussing and attending events highlighting the book and its themes. In addition to the many programs, book discussions and film viewings scheduled at neighborhood libraries, other special events that are free and open to the public include:

Monday, March 14, 1:00 p.m., Long Beach City College, LAC.
Tom Hennessey interviews Ray Bradbury, with simulcast to 65 LBUSD classrooms.

Monday, March 14, 7:00 p.m., Main Library Auditorium.
"Censorship Causes Blindness--Banned Books and Authors."
Program with PEN West authors (professional writers organization) and Larry Allison, Press Telegram. Free parking is not included.

Tuesday, March 15, 7:30 p.m., University Theater, CSULB.
"Envisioning the Future: Futurism and Science Fiction--Past, Present and Future." Program with Art Levine, science fiction author Greg Bear and Tim Delaney, Walt Disney Imagineering. Parking is not included.

Wednesday, March 16, 7:00 p.m., Convention Center Theater.
"The First Amendment, Who Needs It." Program with Ray Bradbury, Poly High School Chamber Orchestra, Brian Lamb (CEO, C-SPAN), Dr. Craig Smith, Dr. Robert Maxson, Rich Archbold, and Rueben Martinez. Book signing with Mr. Bradbury and guests will follow program. Free parking is not included.

Thursday, March 17, 6:00 p.m., Museum of Latin American Art.
"Bradbury's Hispanic Themes" discussion will highlight film clips, books and short stories.

A complete calendar of events is available at libraries and bookstores, on the library website (www.lbpl.org) and the Foundation's new website www.lbplfoundation.org.

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UPCOMING EVENTS AND PROJECTS (continued)

Parks, Recreation and Marine

From **Tuesday, March 29**, to **Friday, April 1**, the Department will hold its citywide "Teen Spring Thang" event at all Long Beach teen centers. Centers will feature new games, sports, a fear factor day, and a field trip to Magic Mountain.

Planning and Building

An Educational Community Forum on Liquefied Natural Gas (LNG) will be held on **Saturday, April 2**, at 10:00 a.m. in the Council Chambers, 333 W. Ocean Blvd, Long Beach. The forum will be aired live on LBTv, Charter Communications, Channel 8. The Forum is intended to provide the public with information regarding LNG as an energy source and information regarding the status of the proposal by Sound Energy Solutions (SES)/Mitsubishi to construct and operate a new LNG facility within the Port of Long Beach.

Police

The Emergency Communication Operation Center will be featured on the cover of *911 Magazine's June 2005* issue.

Police

The Long Beach Police Department Annual Awards Luncheon will be held on **Tuesday, May 17**, at the Long Beach Convention Center.

AWARDS

Parks, Recreation and Marine

Skylinks at Long Beach received *Golf Inc. Magazine's* 1st Place award for Excellent Design in the renovated public/daily fee golf course category. The City of Long Beach, Cal Olson Golf Architecture and American Golf were presented the prestigious award at the Golf Inc. Management and Development Conference in San Diego on March 9. Winning top honors in this highly regarded national competition has put the City's new jewel, Skylinks at Long Beach, on the map. An article highlighting the award will be published in the nationally distributed *Golf Inc. Magazine*.

PUBLIC SAFETY

Fire Department

The Fire Department responded to a total of 1,445 emergency calls for service: 99 calls for fires, of which 18 involved structures; and 758 emergency medical calls, of which 539 required paramedics.

Police

The Long Beach Police Department will conduct a Driving Under the Influence (DUI) and Drivers License Checkpoint on Saturday, March 12 from 7 p.m. to 1 a.m. The checkpoint will be located on Artesia Boulevard just east of Cherry Avenue and is designed to quickly screen drivers while limiting their delay.

PUBLIC SAFETY (continued)

Police (continued)

Nationally, impaired driving caused by drugs and/or alcohol causes one death every 33 minutes. Sobriety checkpoints have been proven to reduce the number of impaired-driving-related accidents and increase public awareness by deterring impaired driving and lessening the hazards to innocent people. Officers from the Long Beach Police Department, Search and Rescue, Police Explorers, and representatives from Mothers Against Drunk Driving (MADD) will operate the checkpoint. Funding for this operation is provided through a grant sponsored by the California Office of Traffic Safety.

Police

Citywide, police officers responded to 857 priority one, 1,788, priority two, and 12,266 priority three calls for service, for a total of 14,911 for the reporting period. Citywide, police officers made 664 arrests, issued 888 citations, and conducted 582 field interviews.

NEIGHBORHOODS

Community Development

On March 5, residents from the Hellman Historic Craftsman neighborhood celebrated their one-year anniversary by having a community clean up and barbeque. More than 30 residents came out to clean up their neighborhood.

Community Development

The Code Enforcement Division has kicked off proactive Community Code Enforcement efforts in the Hellman, South Wrigley, John Muir and 7th Street Corridor neighborhoods. An important component of the Community Code Enforcement model is resident involvement. The residents of these neighborhoods will work with Code Enforcement staff to identify and resolve code violations. The Code Enforcement Division has reorganized their efforts and staff to be in alignment with the Police Department's four divisions. Each of the quadrants has an assigned Team Leader who oversees the code enforcements in their area.

In addition, the Code Enforcement Division now has a referral telephone number that residents can call to report violations in their neighborhoods. This number is 570-CODE.

Parks, Recreation and Marine

Americans with Disability Act (ADA) improvements are complete at Marine Stadium and the Pete Archer Rowing Center, Stearns Champions Park, Rainbow Lagoon, Veterans Park, Marine Park (Mothers Beach), and Channel View Park. ADA upgrades are continuing at the Marine Bureau administration building and at Pan American Park, and are nearing completion at Cherry Park. Site preparation for ADA improvements began this week at Los Cerritos Park and work on the ADA-compliant restroom began this week at Wardlow Park.

NEIGHBORHOODS (continued)

Parks, Recreation and Marine

Management staff from the Maintenance Operations Bureau joined with representatives from the Aquarium of the Pacific and the Public Arts program from California State University, Long Beach, in an on-site workshop to discuss the feasibility of developing an interactive public art installation in the beach garden area of Shoreline Park.

Parks, Recreation and Marine

On March 5, the program coordinator and outreach staff for the Office of Intervention and Prevention Services assisted 25 youth of the Attitude Crew program, and one community volunteer with a neighborhood clean up on 10th Street and Gladys Avenue. Volunteers cleaned up pounds of debris in the 4th Council District.

ECONOMIC DEVELOPMENT

Community Development

On Wednesday, March 9, the City of Long Beach hosted Entrepreneurship 2005: Small Business Development Conference at the Long Beach Convention and Entertainment Center. The full day event included workshops for business development for long-term survival and prosperity, tax compliance and responsibilities, and maximizing resources and business opportunities in the City of Long Beach. More than 300 people attended the event, including 20 high school students from Cabrillo High School, as part of the Conference's development of young entrepreneurs. The Conference also hosted a Small Business Expo with more than 70 exhibitors representing various businesses and organizations.

Community Development

On February 23, approximately 40 local business owners attended a community stakeholders meeting to explore communication challenges, opportunities, images and messages that might be most effective in branding the City's business efforts.

SPECIAL EVENTS

Fire

On March 10, the Long Beach Fire Department & Rock Bottom Brewery presented its annual "Fire Chief Ale" fundraiser. The month-long series of events was kicked off by the "official tapping" of the Fire Chief Ale, which included a parade of Firefighters marching down Pine Avenue lead by the City's own Fire Department Bagpiper.

Parks, Recreation and Marine

During the week of March 9 – 13, Belmont Plaza Olympic Pool hosted the Junior Olympics Swim Meets with an estimated daily average of over 5,000 athletes and spectators in attendance. Youth from Southern California and neighboring states came to Belmont Plaza Pool to participate in the competition.

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SPECIAL EVENTS (continued)

Parks, Recreation and Marine

On March 5, staff from the Office of Intervention and Prevention Services Attitude Crew Program held an Appreciation Breakfast for 6th District Councilwoman Laura Richardson. Over 40 people participated in this service at the Hashaway Community CME Church, located at 1953 Martin Luther King Jr. Avenue. Following the breakfast, the Attitude Crew staff and the Pastor of Hashaway Community CME Church gave presentations.

Parks, Recreation and Marine

On March 8, Rancho Los Cerritos hosted a Smithsonian Week event coordinated by the Arts Council of Long Beach, featuring scholar and storyteller Jim Garry. The evening was by invitation only to acknowledge supporters of the Smithsonian Week's many school and public activities. Over 50 guests were in attendance.

Parks, Recreation and Marine

On March 5, 7th District Councilmember Tonia Reyes Uranga, Director of Parks Recreation and Marine Phil Hester, and Recreation Superintendent Sherri Nixon-Joiner, hosted the dedication of Admiral Kidd's refurbished Soccer Field and Parking Lot. More than 350 community friends and families were present at this event. Soccer demonstrations, a moon bounce, and arts and crafts were available for community members to enjoy.

OTHER ITEMS OF NOTE

Public Works

Construction has been completed on the Police Department's Public Safety Building with the exception of minor "punch list" items. The Police Department began the process of moving back into the building, which will take approximately a month and a half with an expected completion in April.

Construction at Fire Station No. 1 is complete and waiting for Fire Department to schedule their return.

GRM: KP: arc

Cc: Christine Shippey, Assistant City Manager
Reginald Harrison, Deputy City Manager
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City Manager Department Heads
Tom Modica, Acting Manager of Government/Public Affairs
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